

**SAN DIEGO COMMUNITY COLLEGE DISTRICT
STRATEGIC PLANNING COMMITTEE**

**February 16, 2005
District Office, Room 245**

Minutes

PRESENT:

Libby Andersen	Faculty - City College
Elizabeth Armstrong	Vice President, Instruction – Mesa College
Julianna Barnes	Dean – Miramar College
Terry Burgess	President – City College
Constance Carroll	Chancellor
Robin Carvajal	Executive Director - ETi
Gail Conrad	Academic Senate President - Mesa College
Pam Deegan	Vice President of Instruction – Miramar College
Salley Deaton	Academic Representative – City College
Pat Fernandez	Accounting Technician – Continuing Education
Bill Grimes	Manager, Institutional Research & Planning - District Office
Dan Gutowski	Hourglass Park Coordinator – Miramar College
Julie Huang	Human Resources Technician – District Office
Anne Jacobs	Student Representative – City College
Otto Lee	Interim Assistant Chancellor – District Office
Sy Lyon	Dean - Continuing Education
Kathy McGinnis	Academic Senate President – City College
Mary Lee Meiners	Academic Representative – Miramar College
Pat Mosteller	Academic Senate Vice President – Continuing Education
Wheeler North	Academic Senate President - Miramar College
Ray Ramirez	Dean - Continuing Education
Monica Romero	Career Guidance and Transfer Supervisor - Mesa College
Desiree van Saanen	Classified Senate President – City College

ABSENT:

Dave Evans	Dean – Mesa College
Rich Grosch	Board of Trustees (Ex-Officio)
Hutch Hutchinson	Academic Senate President - Continuing Education

GUESTS:

Alicia Graham	San Diego Regional Chamber of Commerce
Gary Moss	San Diego Workforce Partnership
Jeff Tayman	SANDAG

CALL TO ORDER:

Meeting was called to order at 4:38 p.m.

I. Welcome and Announcements

Otto Lee briefly reviewed the agenda with the committee.

II. REMARKS FROM CHANCELLOR CARROLL

Each one of the colleges received a letter from the accrediting commission and a detailed report which reflected the excellent work completed. The reports have recommendations mainly for the colleges to address in their ongoing work. There also are some recommendations for the District to address.

One of the critical recommendations for this committee is to assist the colleges in completing:

Recommendation 1.4 (Handout page 2)

In order to coordinate and assist the master planning efforts already established at the colleges, the district should continue its work to formulate an overall strategic plan that will provide a vision for the future development of the district, based upon extensive dialogue among faculty and staff, students, college and district leaders, board members, and the community.

This committee could address the business of:

- Coordination (not telling the colleges what they should do but at least having planning relegated to a common timeframe so the results of the college planning efforts would be available at the same time)
- Environmental Scan (what are the main needs of our community)
- Invite applications based on a sum of money (give a grant to the different institutions and ask them to address certain areas or some other criteria with their grant).
- Dialogue (involve the Academic Senate Presidents, Board Members, Co-Chairs or Representatives of this Committee in some form of a retreat)

Question(s) and Comment(s):

1. Is this more of a dynamic evolutionary process that will to continue to evolve on an annual basis rather than something you do every six years?

Yes, this is more of a dynamic process, we are not looking for a 180-page document with lots of backup, and most of the documents would probably be strategic planning with backup to that. This would be an ongoing high-level issue.

- a. This process addresses many concerns that the committee has been discussing.
- b. The timeline is something that we can all work on.

Chancellor Carroll added that this could be an annual process that a committee could follow to make sure planning was on an annual cycle. An Environmental Scan could be undertaken during alternate years or when something major occurs. This would allow enough time for the discussion piece prior to having to adopt the annual budget. It would give the committee the ability to work directly with the colleges and also to allow the districtwide effort to proceed with the Board and leadership groups.

III. APPROVAL OF MINUTES

Minutes for December 1, 2004 were moved for approval as amended (MSC Wheeler North/Pam Deegan)

IV. NEXT ACTIONS (PILOT PROJECTS, SUB-COMMITTEE)

Otto Lee and Libby Andersen recommended that the committee create two subcommittees as follows:

- Create a subcommittee that would work closely with the panelist to begin drawing up what we want to see for the Environmental Scan
- Create a communications subcommittee

Otto Lee will send an email out to the committee to see who would like to volunteer to be a part of one of the subcommittees.

V. ENVIRONMENTAL SCAN – PANEL OF SPECIALISTS

1. Gary Moss – San Diego Workforce Partnership (Handout)

Gary reviewed the list of resources as well as some of the scans and studies the Workforce Partnership is involved in to include:

- Local Labor Market Information
- Occupational Outlook Studies for San Diego County
- Skills
- Occupational Projections
- Industry Cluster Studies
- Path to Prosperity
- Youth Mapping Study
- Economic Forecast
- Unemployment Statistics
- Education and Training Providers

Gary also mentioned that the Workforce Partnership has a monthly electronic newsletter that can be sent out to individuals that are interested by providing him with their email address.

2. Jeff Tayman – SANDAG (Handout)

Jeff reviewed a number of the different databases and scans that SANDAG participates in to include:

- Population and Housing Estimates
- Demographic Characteristics Estimates
- Household Income
- Employment at the Work Place
- Regional Growth Forecast
- Census
- GIS/Transportation

3. Alicia Graham – SD Regional Chamber of Commerce (Handout)

Alicia gave a brief overview of the different industry sectors and publications they produce to include:

- San Diego Economic Bulletin
- San Diego Union Tribune - Business Today Page
- Business Action Magazine
- One-Page Brief

Question(s) and Comment(s):

- 1. What is some of the data you are working on for the Career Ladder Study in the Tourism Industry?**

Typically the visitors industry is looked at as providing a lot of low paying jobs and the industry has received a negative reputation because of that. We are taking a look at what types of occupation are available, the skills required the mobility within the industry, and what types of skills are needed if they have to move into other industries.

- 2. Has Gary done any studies specifically on seniors and where they are going in this second half of their life?**

I do not believe there have been any studies done locally; however, a number of studies that reflect the same ideas and concepts that you have touched on there is. The baby boomers are not going to hit the rocking chair. They are going to retire earlier, then probably continue working in a different industry, remain very active, and participate in a more active lifestyle.

- 3. Should we be asking all of you a lot of different questions or should we have a goal in mind for the Environmental Scan? What is a bigger picture of what we are going to do for the Environmental Scan?**

We need to get a handle on the appropriate factors that are changing the community we service. The specialists have already analyzed some of the factors and effects for the region that we service. We now need to translate that information into data that will be meaningful for us so we can hire some consultants that can synthesize the information.

- 4. Can you get detailed data on the different ethnic groups such as a delineation between African Americans and Africans?**

The Census has an interesting data program called PUMS (Public Use Micro Data System) that they use to obtain different cross tabulations that you don't see in the standard or traditional tables. The PUMS would be a good resource to obtain that information.

- 5. Is the PUMS program available free to us or do we have to work through you to get access to the program?**

You can get some data from the Census Bureau website, but it would be better to get the information from someone that has the PUMS program.

- 6. Are we going to be putting together a RFP (Request for Proposal) to seek an outside resource to do an Environmental Scan?**

Yes, by the questions asked today, we need to find out what we know and what we do not know as a group. If we find that there is a lot of essential information we need further clarification on or that we do not have the time to research, then that's when we will need to hire a consultant.

- 7. Is anyone tracking or doing any projects for the Stem Cell Research on the allied jobs besides the medical and bioscience jobs that we would train for at the community college level?**

There is a strong effort on the way by the EDC to search for a headquarters for the Stem Cell Research Program here in San Diego; however, even if it is not in San Diego we probably will see a substantial amount of dollars coming into the area.

- a. We need to look into doing an Environmental Scan on a yearly basis and having district staff that will work closely with SANDAG and the Chamber of Commerce to complete the scan.
- b. We should ensure that those who are interpreting data be distributed across the Institutions so they can begin thinking strategically in using data, making more data driven decisions, thinking about the sources they come from and establishing some form of sustainability to the process.

VI. PARKING LOT ISSUES (Postponed)

VII. ADJOURNMENT

Meeting adjourned at 6:35 p.m.

The next Strategic Planning Committee Meeting is scheduled for Wednesday, March 2, 2005 from 4:30 p.m. - 6:30 p.m. at the District Office in Room 245.

Recording Secretary, Chantaya Robinson - District Office
Otto Lee, Interim Assistant Chancellor 388-6965